



**Engaging the World in Lunar and Planetary Science  
through an Annual Global Celebration of the Moon**

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International Observe the Moon Night is a worldwide public celebration of lunar science and exploration.

One day each year, everyone on Earth is invited to observe and learn about the Moon, its connection to planetary science, and celebrate our cultural and personal connections to the Moon.

InOMN is led by NASA's Lunar Reconnaissance Orbiter (LRO) mission and partners and has been held annually since 2010.



Photo credit: Galileo Science Center, India

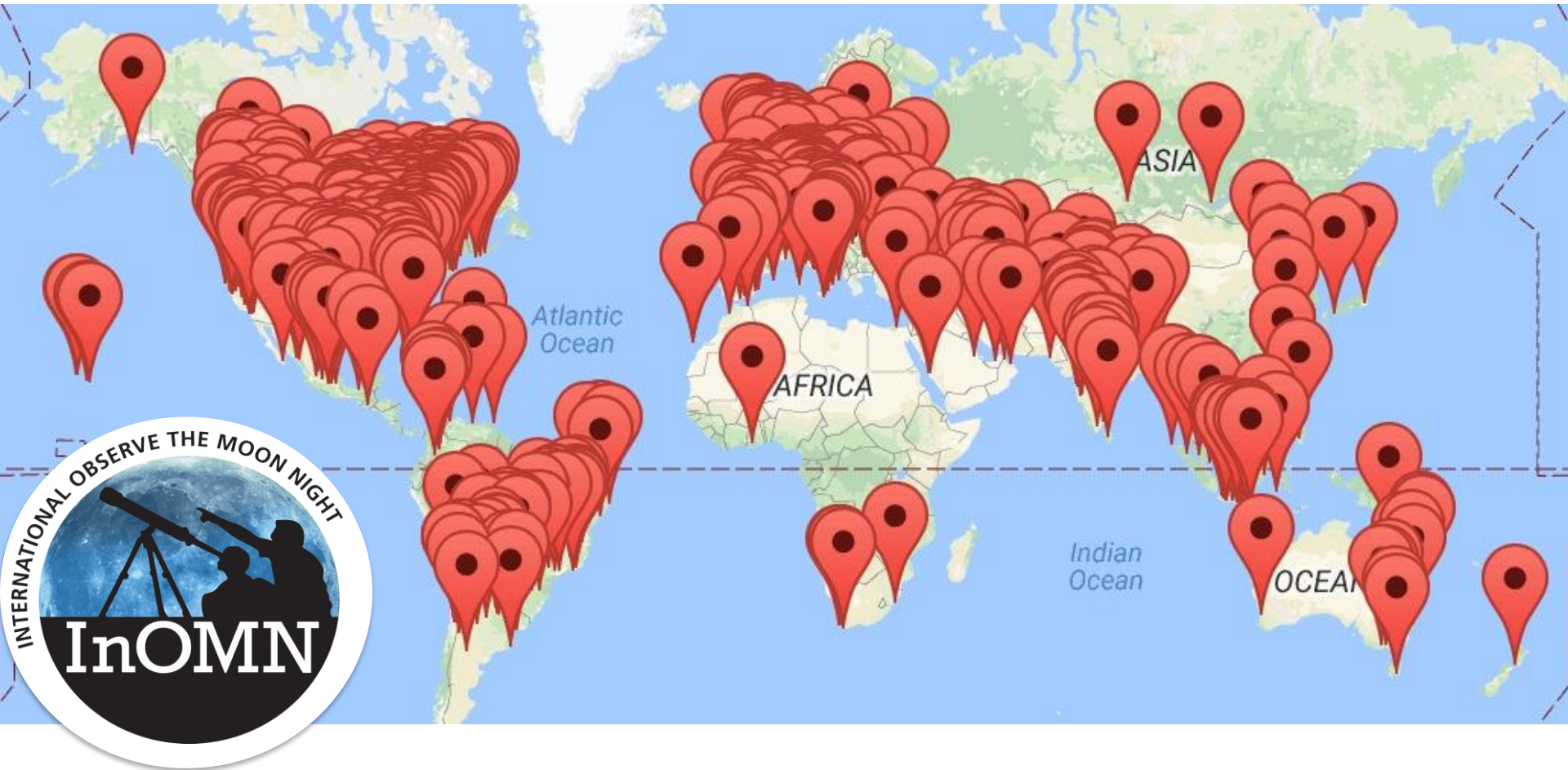
*Through International Observe the Moon Night, audiences:*

- Gain access to NASA content and subject matter experts
- Learn more about the Moon and NASA lunar and planetary science exploration and research
- Connect with their communities and space enthusiasts around the world
- Are inspired to learn more



# 2017 InOMN Events

602 registered events were held in 51 countries and 46 US states, Washington DC, and Puerto Rico



**99\* countries and 50 US states (+DC + PR) have hosted  
4,474 InOMN events since 2010**

\*needs final confirmation  
as of 12/6/17





Photo credit: Jose Castro, CA



Photo credit: Oman Astronomical Society, Oman



Photo credit: jalili.n Amir



# InOMN Evaluation Findings



- **InOMN is as an easy-to-implement event that is attractive to many different organizations and segments of the population.**
  - *Evidence: Events are hosted by a variety of organization types and sizes. Over half of InOMN hosts have hosted InOMN events in prior years.*
- **InOMN provides opportunities to observe and learn about planets and other celestial objects, in addition to the Moon.**
  - *Evidence: Most InOMN events include telescopes. Hosts report viewing additional objects along with the Moon.*
- **NASA content is featured in InOMN events worldwide.**
  - *Evidence: Hosts report using NASA resources provided on InOMN website.*
- **InOMN participants are motivated to learn more about NASA science and exploration after attending an event.**
  - *Evidence: Participant survey results*

# Comments from Event Hosts



“Although event was planned around the moon, Jupiter was also visible. **These gave us an opportunity to discuss with the audience the various missions and the solar system in general.**” – TN

“**This is taking astronomy directly to the people!** InOMN was a convenient event... this large audience of 20-somethings couldn't believe they were seeing Jupiter in center city Philadelphia under a street light... Also showed the moon. Worked way better than I expected.” – PA

“This star party was attended by mostly motorcycle riding firefighters from around the globe. They were all very appreciative of my willingness to lead a star party, and amazed by the sight of the moon and the rings of Saturn through my telescope. **All wished NASA would be doing more of this type of activity.**” – VT





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# InOMN Partners



\*LRO's Communications Team leads the InOMN Coordinating Committee



# Social Media



- Follow us! And connect!
- Find us on Twitter (@NASAMoon, @LRO\_NASA), Facebook, Flickr, Tumblr, Instagram
- Event hashtag: **#observethemoon** – across all platforms
- Graphics and promotional materials publicly available on InOMN website
- *Encourage participants at your event to share their experience and connect with lunar enthusiasts around the world!*



# Example Event: NASA GSFC



- Hosted by LRO team
- 350 visitors (despite clouds), 70 volunteers (from GSFC and community)
- Enabled direct public interactions with NASA Subject Matter Experts
- Included activities, presentations, discussions, eclipse gallery, SOS visualizations, Moon + planet viewing with telescopes







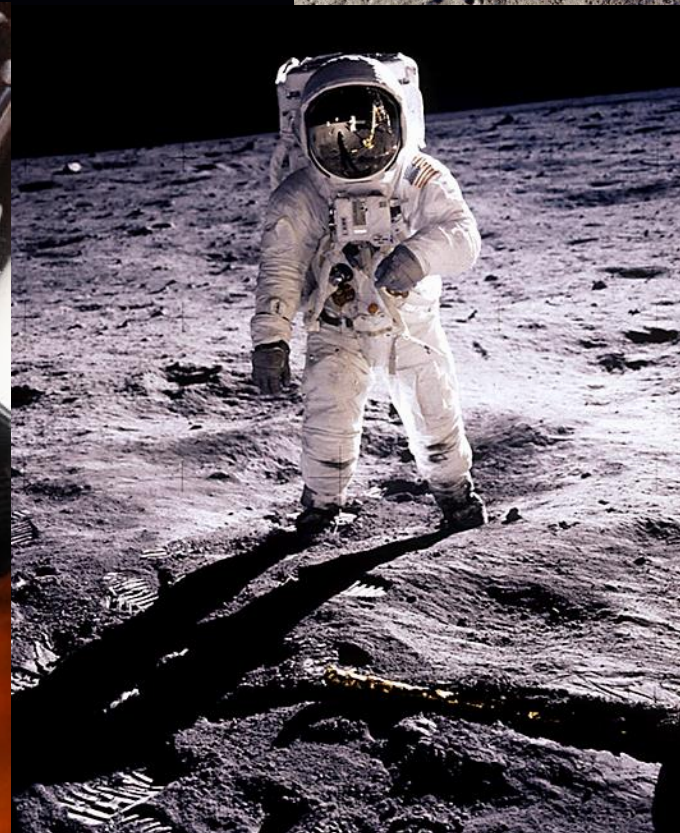
# International Observe the Moon Night in 2018, and beyond



Photo credit:  
A. Jones,  
Homestead, NE



Photo credit:  
rjcavallini2009,  
São Simão, Brazil



*Sustaining the interest, enthusiasm, and engagement in space science and observation inspired by the 2017 solar eclipse – and celebrating the 50<sup>th</sup> anniversary of the Apollo Moon landing*



October  
SAVE THE DATE 20<sup>TH</sup>

International  
OBSERVE THE  
MOON  
NIGHT  
2018

#observethemoon

MOON.NASA.GOV/OBSERVE

